



USC Upstate Social Media Standards

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Social Media

Social media platforms are valuable interactive communication and marketing tools for sharing information about the University of South Carolina Upstate. They enable us to engage with a variety of audiences, including prospective students, our campus community, alumni, supporters, and the global community. The resources available for university social media managers will help us share consistent messaging and compelling narratives. It's all about highlighting the people, places, and programs that set us apart; building a comprehensive picture of who we are; and continuing our positive momentum.

Developing a Social Media Platform

Only authorized representatives of USC Upstate may create accounts for the University. If you are interested in creating a USC Upstate social media account for your division, college, department, unit, or organization, please contact University Marketing and Communications at trevora2@uscupstate.edu.

Promoting Information on Primary Accounts

We strive to share posts from many outlets across all of our main institutional channels. We invite you to email a request to trevora2@uscupstate.edu for us to post directly from the main USC Upstate social media channels. Feel free to like, comment on, and share our social posts with your friends and followers. We want you to share your own positive experiences at this university and help spread the word about the great things going on here.

Social Media Platforms

While there are a variety of platforms to choose from, USC Upstate's primary platforms are:

- Facebook (@uscupstate)
- Twitter (@USCUpstate)
- Instagram (usc_upstate)
- LinkedIn (University of South Carolina Upstate)

Where appropriate, we encourage you to use our primary hashtags. Those include #uscupstate and #reimagineupstate.

Create a Strategy

Two key aspects of social media are the strategy and goals behind your social media platform. Based on your target audience, your social media platform, content, media and insights should all be a part of a specific strategy. These strategies should align with the University's Strategic Plan.

Choose Appropriate Platforms

There are a variety of social media platforms and tools available to share content, profiles, opinions, insights and media. The appropriate social media platform should reach a specific target audience. University Marketing and Communications will provide guidance regarding the appropriate platforms for your audience.

Align with the USC Upstate Brand

Be sure to use the University's appropriate graphics and components.

Choose Appropriate Social Media Content Providers

The department chair/director is responsible for the appointment of administrative rights to appropriate personnel. Suggested appropriate content providers are department chairs/directors and full-time faculty/staff.

Sharing Event Information on Social Media

Any information about a USC Upstate event, meeting or function that involves a college, division or department should always be posted first on the USC Upstate event calendar and the appropriate college, division or department web site. Sharing information about an event on social media should be a supplement to your event promotion and not the only means of communicating your event to the USC Upstate community and potential event attendees.

Know Your Audience

To provide appropriate content and messages through social media, first determine the various or specific audiences you wish to reach on each platform. Messaging should be clear so the target audience understands the purpose of your site. Be sure you are adding value to the online community by posting relevant and useful information.

Use Your Best Judgment

Social media is viewable and open to the public. If there is any doubt about posting content on a site, then do not proceed. Certain posts can have consequences that can affect the University and organizations. Seek advice from peers, co-workers or supervisors who use social media regularly before posting.

Respond Frequently

Always respond to and address any feedback, whether it is given through a public comment or a private message. It is important to consistently maintain representation of the University by engaging with your audience.

Update and Engage Responsibly

Aim for regular, consistent postings and updates, at least once a week or more frequently, depending on the outlet. For advice on how often to post, please contact University Marketing and Communications. The majority of your posts should highlight your department, college or office and add value to the USC Upstate community. Posts should include relevant tips, resources, recent and upcoming events, local news about your department, college or office and the University. Other posts should consist of content shared by other University accounts and any interesting news that relates to your accounts.

Check Your Facts

Any facts shared via social media should be proved valid prior to posting. In addition, all grammar, spelling and punctuation should be checked. If a mistake is made, it should be honestly identified and corrected.

Learn the Lingo

Engagement means how many people interacted with your social media outreach via shares, click through, likes, re-tweets, direct messages, site visits and comments. Impressions are the number of times your content is displayed. Reach displays the total number of people who see your content. For additional questions regarding social media, please contact trevora2@uscupstate.edu